

File

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From: C. C. Bright

Subject: , Comparison of Carbon Monoxide Deliveries: F.T.C. versus
T.I.T.L. versus Philip Morris

The average CO delivery for all brands in this comparative study are as follows:

	<u>CO, mg/cigt.</u>
Philip Morris	11.1
FTC	11.0
TITL	11.3

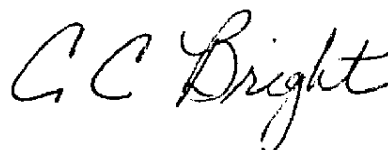
Statistical analysis of the comparative data showed no significant differences among the three laboratories and the absolute differences observed among the three laboratories are within normal cigarette to cigarette variations.

The overall average difference for CO deliveries between the FTC and P.M. is -0.1 mg/cigt. while the average difference between TITL and PM is +0.1 mg/cigt. These average differences are similar to those reported for previous market samplings. A total of 201 brands were compared for CO delivery. Philip Morris data was lower than FTC data for 90 brands (45%), and was higher than FTC data for 97 brands (48%). No differences were observed for 14 brands (7%) between Philip Morris and FTC data. Among these 201 brands, 25 brands (12%) had absolute CO differences greater than 1.0 mg/cigt. between the two laboratories. These larger differences between laboratories may be attributed to different sampling methods and the ability of the Philip Morris laboratory to detect brand modifications.

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The individual brand comparisons for CO deliveries are listed alphabetically by company showing the data from the three laboratories in Tables I-VI. The differences reported are derived by subtracting PM data from FTC data, TITL data from FTC data, and PM data from TITL data. Table VII shows the average differences observed among laboratories categorized by CO delivery range. The correlations in CO deliveries between FTC and PM data are shown in Figures 1-6 by cigarette manufacturer. Figure 7-9 show the overall correlations among the three laboratories for CO deliveries.



CCB:rad

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Attachments

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